



Office of Mayor Jerry Sanders

June 27, 2006

FACT SHEET

MAYOR ANNOUNCES POLICE STAFFING PLANS, TRANSIT STRATEGY FOR CITY'S BEACH AREAS DURING FOUR-DAY 4TH OF JULY WEEKEND

*Police Command Posts To Be in Several Beach Areas From
Saturday Through Tuesday; City Buses to Travel to Mission and Pacific Beach Every
Seven Minutes from Old Town Transit Center*

It is estimated that up to 1.5 million people could descend on local beaches over the four-day 4th of July weekend. San Diego Police expect alcohol-related offenses, loud music, rowdy behavior, urinating in public, assaults, and traffic violations will be widespread.

The Department has committed hundreds of extra personnel to the beach area throughout the four-day period.

- Officers will be in uniform and in plain clothes assignments.
- The Mounted Enforcement Unit will be operational during peak hours. Officers on horses will be patrolling Mission and Pacific Beach.
- Motorcycle officers, Special Event Traffic Controllers (SETCs) and members of the Retired Senior Volunteer Patrol (RSVP) will handle traffic issues.

The Police Department will have command posts throughout the beach area. The primary command post will be at De Anza Cove, 2727 De Anza Road. This will be the central point of management for the July 4 weekend. Command posts will be set up Saturday morning, July 1, and will be manned throughout the four-day weekend.

Smaller command posts will be set up at:

- **Fiesta Island Division** (entrance of Fiesta Island) is responsible for Fiesta Island, the park of East Mission Bay, De Anza Cove and Park, South Shores Park, and Sea World.
- **Belmont Division** (west parking lot of 3000 Mission Blvd.) is responsible for the area within El Carmel Place, south to the Mission Beach Jetty and including Mission Point, Bonita Cove, Mariners Point, Bahia Point, Belmont Park, El Carmel Place and the beaches, surface streets and parks within these boundaries.
- **Reed Street Division** (foot of Reed St.) is responsible for Mission Beach north of El Carmel Place to Tourmaline Surf Park, including the beaches, hotels and residences.
- **Fanuel Street Sail Bay Division** (foot of Fanuel St.) is responsible for the bayside from El Carmel and around the bay, including Sail Bay and Riviera Shores to Ingraham Street. This includes the residences along Pacific Beach Drive and Riviera Drive.
- **Crown Point Division** (south parking lot of Crown Point Shores) is responsible for Crown Point and Crown Point Shores Vacation Isle, along with Ingraham Street south to the Dana Landing and Quivira Basin and Hospitality Point area.
- **La Jolla Division** (1100 Coast Blvd.) will only be activated for Tuesday, July 4. It is responsible for the beaches and coves of La Jolla, south of Torrey Pines State Beach to the north end of Tourmaline Surfing Park.
- **Ocean Beach** will have police trailers in the Pier parking lot at the foot of Newport Ave. On Tuesday, July 4, the police operation center will shift to the Lifeguard Station parking lot at 1900 Abbott St.

The Department has coordinated its preparation for the weekend with the City's Park & Recreation Department, the Fire-Rescue Department, the Lifeguard Service, the California Highway Patrol, the California Department of Transportation (CalTrans), and the U.S. Coast Guard to ensure that people who go to the beaches or to Mission Bay during the long holiday weekend have a safe, enjoyable experience.

Roads and Parking Lots

Beach areas will be packed throughout the weekend, but especially on Tuesday, July 4, when various permitted fireworks shows will draw larger crowds that will stay later than normal. Plan to arrive early, expect traffic delays, and bring plenty of patience.

A **map** showing the special traffic flow plans for the end of each day is available at the Police Department's web site at <http://www.sandiego.gov/police/index.shtml> (click on "July 4th Traffic Diversions").

Roadways and parking lots will be congested early each day. Parking regulations will be strictly enforced.

- Traffic cones will be in place to close roadways and parking lots, when necessary.
- It is illegal to drive through a cone pattern or to disobey the directions of a traffic control officer. Use common sense and follow the rules.
- If you park blocking roadways, alleys, bike lanes, or fire lanes, you will be ticketed and your vehicle will be impounded.
- If your vehicle is impounded, contact Star Towing at (858) 573-8700.

Bicycles

Bicyclists must follow the rules of the road. That means obeying all signs—especially posted speed limits along the boardwalk—and traffic control signals that apply to motorized vehicles. Bike riders who violate the law will be cited. **A reminder: it is unlawful to operate a bicycle while impaired by alcohol or drugs; violators may be arrested.**

Pedestrians

It is illegal to cross against traffic signals, to jaywalk or to interfere with traffic. Pedestrians will be cited for hazardous violations.

RULES AT THE BEACH

Alcohol at the Beach

- Alcohol may be consumed on the sand only, between noon and 8 p.m. Glass containers are not allowed at anytime.
- Kegs are not allowed on July 4 (note: a keg is any container capable of holding three gallons of an alcoholic beverage, such as an Igloo cooler).

Dogs on the Beach

- **Dogs** are not allowed on the beach (except Dog Beach in Ocean Beach) between the hours of 9 a.m. and 6 p.m. At all other times, dogs must be on a leash, and owners must pick up after their dogs.

Sitting on the Beach

- **Fencing** off areas to be saved is prohibited.
- **Tents** may be erected, but the side flaps must be up. Tents may not be left on the beach overnight to secure a spot for the next day; all unattended property will be collected by Park & Recreation Department employees and taken to Fiesta Island, where it can be reclaimed by its owner.
- **Furniture** other than lawn chairs on the beach or in a park is prohibited.

Fire Rings

- **Fire rings** may not be used after midnight. Use clean wood only (pallets are not allowed because the nails are left on the beach).

Fireworks

- **Fireworks** are illegal throughout the City without a permit.

BUS ROUTES TO THE BEACH

Routes 8 & 9:

- There are two buses that travel to the beach: Route 8 and Route 9. The buses circle through the beach.
- Metropolitan Transit System buses leave the Old Town Transit Center every seven and a half minutes for Sports Arena Blvd, Sea World, Belmont Park, Mission Beach, Promenade at Pacific Beach and Crystal Pier, Garnet Avenue and Ingraham Street.
- At any of the stops along the route, a bus will arrive every 15 minutes.
- The #8 bus makes its first stops at Mission Beach after leaving Old Town. (See map).
- The #9 bus makes its first stops in Pacific Beach after leaving Old Town. (See map).
- These buses operate seven days per week beginning service as early as 5 a.m. on weekdays; 5:30 a.m. on weekends. Service ends just after 1 a.m.
- Mission Beach and Pacific Beach residents, including SDSU students, are connected to the trolley for:
 - Fast and frequent service to Mission Valley or the SDSU campus
 - Safe and reliable transportation to and from the Downtown nightlife
- Beachgoers who do not want to drive their cars to the beach can drive and park at Old Town Transit Center.
- Beachgoers can also park at any trolley station and take a trolley to Old Town and transfer to the beach buses.

Route 30:

- Provides fast and direct service from Old Town to Pacific Beach, La Jolla, La Jolla Shores, UCSD, the V.A. Hospital and University City. All trips travel to or from downtown San Diego.
- Operates 7 days per week from before 6:00 a.m. until after midnight.
- Provides frequent service—15 minutes on weekdays and 30 minutes on nights and weekends.

Route 35:

- Connects Ocean Beach residents with shopping and area destinations, and provides more direct connection to Old Town.
- Operates every 30 minutes, 7 days a week.

Route 923:

- Service expanded to every 30 minutes, 7 days a week to conveniently connect Point Loma/Ocean Beach to Downtown. Serves Pt. Loma High School & Library.

Route 28:

- Connects Point Loma to Old Town, serving the Rosecrans area, NTC as it redevelops, the Sub Base, SSC and Cabrillo National Monument.
- Operates every 30 minutes, 7 days a week.